

## **Abstract**

The present invention comprises a method, apparatus and business system for allowing on-line communications with members of a group of recipients for whom the invention has been implemented. A group may, for example, comprise members of a particular business or profession. For example, a group may consist of doctors admitted to practice in the United States. Individual members of the group may or may not have existing internet presences (such as an e-mail address or website). The invention allows online users to communicate with each member of a given group regardless of whether or not the member has an existing online presence. In one or more embodiments, the invention does so by setting up a database of contact information for members of the group, creating an internet presence for each member of the group, creating an online interface allowing a user to access the member's created internet presence, and providing means of communications between the created internet presence and the member recipient.